

# Factors That Influence the Rural Women Consumer on Making Purchase Decision

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## Article Info

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**Abstract:** The availability and popularity of computers have risen in recent years. E-commerce's prominence along with the expansion of the internet itself is a direct result of these two factors. The e-commerce sector in India has also expanded rapidly. Consumers are becoming more knowledgeable about the options available to them via online marketplaces. In this research, we investigate the ways in which rural women's purchasing decisions are influenced by advertisements and by other factors. Virtually every product may benefit from advertising in the mass media. Advertising's primary purpose is to increase product worth in every way possible. It plays a crucial role in getting people to learn about products and ultimately buy them. The purchasing habits of rural women have a far-reaching and everlasting effect. The advertising medium is crucial for the success of any product promotion. The most common kind of advertising seen nowadays is on television. Consumer demand will be understood, and consumers will be encouraged to see the relevance of the product in light of modern trends.

**Keywords :** Buying behavior, female consumers, Decision Making, Rural women

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## Introduction

In formulating their advertising plans, these businesses are curious about the purchase habits of rural women. Understanding the purchase habits of each sex is crucial for effective marketing. Research on the "Role of Rural Women in Consumer Product Purchasing" is, thus, crucial in the present. The purpose of this research is to analyze recent shifts in purchasing patterns among rural women. Most Indians call their rural communities home. There are a wide range of levels of development in our settlements. Any business offering goods or services may find a wealth of prospective customers in these towns. Some businesses have launched research initiatives to discover untapped consumer demand. Consumers' spending power is on the rise, and they're using it to indulge in all of modern society's amenities. People in the countryside are more devoted to and affected by personal factors. There has been a revival of communication and transportation between rural areas and urban centers, and businesses are expanding internationally to serve the needs of people living in places as disparate as remote villages and bustling metropolises.

The market for natural cosmetics is booming in India, and it is only expected to continue expanding at a rate of 12 percent or more over the next several years. Natural beauty brands such as Forest Essentials, Boutique, Himalaya, Blossom Kochhar, VLCC, Dabur, Lotus, and many more may be found in the thriving Indian cosmetics industry. After the rapid growth of over and over 42% in the Indian men's grooming industry during the remaining 5 years, there is a growing demand among Indian men to appear largest groomed. The data from the lesson

remoter shown that this growth is more rapid than that of private supervision and eyeeful company in India.

## Literature Review

**Bindia Daroch et.al (2021)** The purpose of this research is to learn how customers purchase online, and it does so by looking at their habits and habits that prevent them from doing so. The study's goal was to uncover issues customers have while making purchases from internet retailers. In this study, we used a quantitative research strategy and polled people who often make purchases via internet retailers. The study found that consumers are deterred from making purchases on online sites for a variety of reasons, including a fear of bank transactions and faith, the convenience of traditional shopping, the reputation and services provided, the experience, the insecurity and insufficient product information, and the lack of trust. This research is useful for online stores that facilitate either business-to-consumer or consumer-to-business transactions through the Internet. Managerial ramifications are offered for enhancing marketing techniques to inspire consumers to feel safe making purchases online. The purpose of this research is different from that of prior studies in that it seeks to uncover the barriers that prevent customers from engaging in online buying.

**Dr. Geetha Lakshmi (2021)** The use of consumer behavior in consumer-centric marketing, planning, and management has grown in recent years. Consumer behavior, also known as buyer behavior, is the sum of a consumer's choices regarding acquisition, use, and disposal of a product or service. As a reflection of the effect of brands, price, quality, quantity, method of purchase, etc., consumer purchasing behavior towards durable products must be understood. There has been a dramatic shift in consumer tastes and expectations. Consumers' spending habits will determine the prosperity or failure of a market. Their personality, actions, and outlook matter much in determining the outcome. Comprehensive market analyses are required to comprehend their shifting behavior. In this research, we analyze how people in Kerala shop for and use a number of different necessities. Certain necessities were chosen for the study's convenience. The findings of this research shed light on the many influences on consumers' ability to spend. Over 40% of respondents agreed that their eating habits had changed significantly in the last decade, according to the report. Primary and secondary data were utilized interchangeably in this investigation. Sixty consumers made up the sample used to obtain primary data through interviews. Participants in the research were drawn from the Pathanamthitta district's consumer pool.

**Mamta et.al (2019)** The purpose of this article is to investigate what motivates rural consumers to spend money on hygiene goods. The influence of gender and educational background on these variables is also a major topic of study. The article uses a regional sample of 150 people from Haryana to examine 23 different factors. Exploratory factor analysis has been employed as a data reduction strategy in this study. According to the results of the factor analysis, societal pressure has a significant role in choosing personal care items. In contrast to the advertising effort put forward, it has been noticed that consumers in rural areas rely heavily on others.

**Anjana S S (2018)** The primary goal of this study is to reveal the consumer cosmetics market. In this research, we set out to learn what information about a product's pricing, availability, and

presentation matters most to potential buyers. This study demonstrates the importance of numerous factors, including quality, brand, price, advertising, and packaging, on customers' final purchasing choices. In order for the cosmetics industry to better understand customer preferences and preferences, this study provides an additional notion and expertise.

**Rithvikaa K et.al (2017)** How people and businesses make decisions about what to purchase, use, and eventually get rid of in order to fulfill their needs is known as consumer behavior. Businesses need to understand client motivation in order to sell to them. Businesses need to understand the buying process that customers use to arrive at their final judgments and account for a wide range of elements, including reference groups, cultural factors, economic factors, and similar considerations, in order to succeed in both rural and urban markets. As a result of their size and evolution through time, rural markets now offer a diverse set of possibilities. The urban customer differs greatly from the rural one, both in terms of behavior and personality traits. Studies have shown that it's crucial for businesses to have a firm grasp on customer purchasing habits. Furthermore, it is recognized that effective customer segmentation is essential for tapping into the buying power of both rural and urban areas. This study reviews existing literature on consumer behavior while shopping for consumer durables in both rural and urban settings. Unfortunately, few studies have been undertaken on this issue, leaving room for further study on the differences in purchasing habits between rural and urban dwellers in regards to durable goods.

### **Consumer Decision-Making**

Models of consumer choice have been the subject of several efforts, including those by Howard and Sheth (1969), Nicosia (1966), and As it is beyond the scope of this essay to explore these models in detail, a streamlined approach has been used.

### **The Decision-Making Process**

Choosing what to buy is a major element of consumer behavior, as seen in Figure 1. There are five steps in this decision-making process, and they are as follows: (1) identifying the issue; (2) gathering relevant information; (3) weighing the pros and cons of potential solutions; (4) making a purchase; and (5) assessing the results of the purchase. This idea has been heavily criticized, therefore not all purchases need this level of deliberation. Each case may call for a different level of strict adherence to the outlined procedure. As compared to other choices, some options are straightforward and simple to make. Hence, there are three major types of consumer decisions: those involving no thought at all, those involving some thought but not much, and those involving a lot of thought but still not much. Individuals' overall behavior and their purchasing decisions are both influenced by psychological variables at work inside themselves. Individual differences in self-perception, motivation, learning, perception, and attitude have the greatest effect on consumer behavior. It was already said that consumers' personalities might play a role in their purchasing decisions. Demographic and contextual factors both play a role here. Individual traits that may be classified as demographic variables include sex, age, race, ethnicity, income, family status, and profession. When considering whether or not a customer can afford to meet a certain requirement, one factor to consider is the consumer's income.

## **Family**

Families consist of two or more individuals who live together and are connected in some way, such as through blood, marriage, or adoption. The closest circle of friends and family members will always carry the greatest weight. The family is a primary market for many goods and services because of its size and importance as a unit of consumption. Two or more people who are connected by blood, marriage, or adoption and who share living quarters are considered a family. The nuclear family consists of the biological parents and their minor children. The extended family consists of the immediate family and any further blood relations. Birth families are considered families of orientation, whereas marriage-based families are considered families of procreation. Members of the most fundamental social group, a family consists of people who share a dwelling and work together to meet their own and communal needs.

### **Family Purchase Decision Making:**

While consumers often buy products for themselves, they are put to use by their families. Laundry, cooking, cleaning, and dog walking are just a few examples of the many responsibilities that need to be shared among family members for the household to run well. This may be a complicated procedure with many moving parts and people involved. Roles within families are changing all the time in today's culture. Women's perceptions of their social roles, individual traits, and decision-making roles in the acquisition of long-lasting goods for the home are examined.

### **Reasons For Choosing Women For The Study**

Individuals significantly contribute to the economy via their spending habits. Because of their traditionally more nurturing roles, women now make up a disproportionate share of the consumers who stock their homes with food. Women often make the purchases for the home. Although their influence as consumers is frequently downplayed, women clearly have a lot of buying power and may have a significant impact on the economy. The majority of home and vehicle purchases are now made by women. Women also often act as the family's shopper when it comes to holiday and birthday presents. It's customary for mothers to buy and wrap presents for their children's birthday celebrations. The situation is similar when a couple celebrates an anniversary or a wedding. It's a misconception that all women do is buy things like toothpaste and microwaveable meals. Women have a significant impact on society and hold a prominent position. The world can be a better place for all people and our planet if women work together as consumers and producers.

### **Methods**

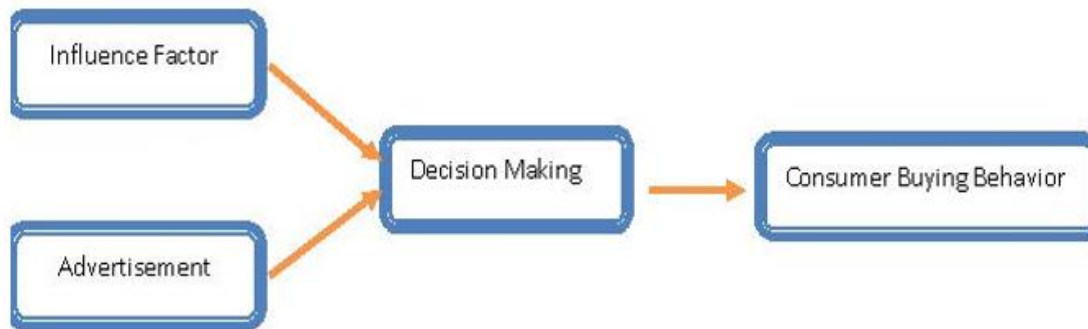
The five most populous cities in Punjab were surveyed for this report: Amritsar, Ludhiana, Jalandhar, Patiala, and Bathinda. The study focused on the rural regions around these Punjabi cities. The respondents had been chosen using a stratified random sampling strategy. An overall sample size of 500 rural female residents was polled for the research. The study relied on a combination of primary and secondary sources to fill up its data gaps. In this study, a questionnaire was used to gather most of the information. Basic demographic data, such as

respondent age, work position, and education level, was gathered. Simple percentage analysis, a chi-square test, and an average mean of replies were used to analyze the data we gathered from our sample respondents to see how they felt about the issues impacting women's online shopping.

Data was gathered from 500 rural women in Tirupur District by use of structured questionnaires. An in-person meeting with the participants was acted out as part of the research process. This questionnaire is designed to gather consumer information at random.

### Research Model

The research model as follow



**Figure 1: Research Model**

### Data Analysis

The study's primary purpose was to examine the elements that affect women's propensity to make purchases via the internet. To better understand how age and employment position affect online shopping behavior among women, the survey participants were categorized by these factors.

**Table1: Classification according to Age and status of employment**

	25-45 years	>45 years old	Total	Percentage
Working Women	306	89	395	79%
Non-working Women	79	26	105	21%

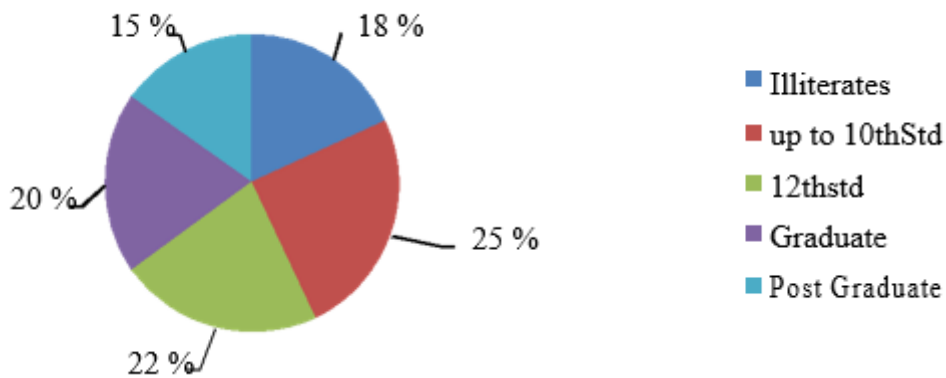
Table 1 shows that out of the entire sample size of women, 395 (79%) are employed and 105 (21% are not), indicating that the majority of women are in the working population. When broken down by age, 385 respondents (%) are into the 25–45-year bracket, while 115 (%) are considered to be in the over-45 age category.

**Table 2: Women’s Internet Accessibility**

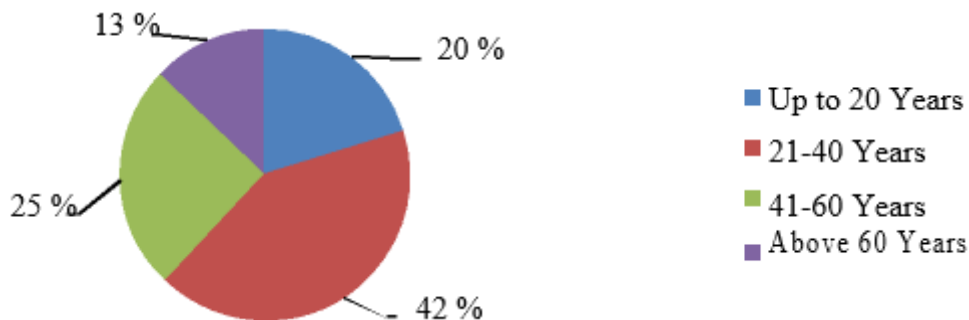
Employment Status	Age	Yes (No. of Respondents)	No (No. of Respondents)
Working Women’s Group	25-45 years	312	59
	Over 45 years old	16	8
	Total	328	67
	Percentage	83%	17%
Non- working Women’s Group	25-45 years	30	11
	Over 45 years old	9	55
	Total	39	66
	Percentage	37%	63%

From Table 2, we can conclude that 367 women (both employed and unemployed) have access to the internet for online shopping. The ages of 342 of the 367 respondents fall between 25 to 45, whereas the ages of the other 25 respondents all fall outside this range.

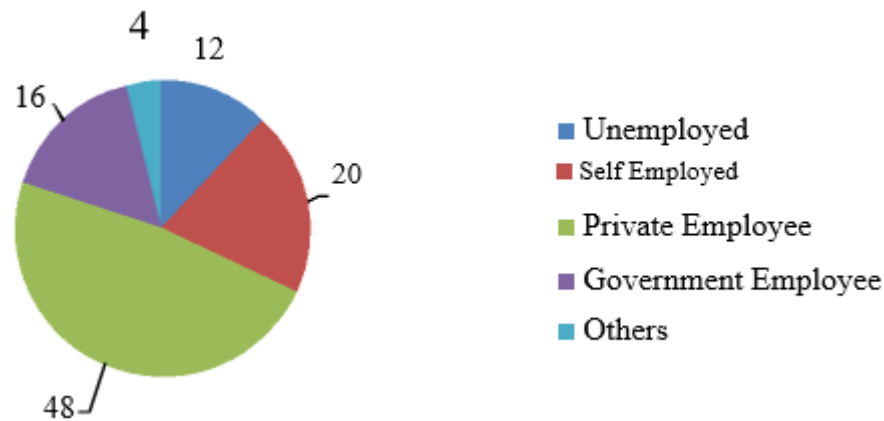
SPSS was used to gather and analyze the data. The purchasing habits of consumers may be deduced and analyzed with relative ease using qualitative data. This information helped us achieve our goal by revealing which aspects of consumers' decision-making processes are most impacted by advertising.



**Figure 2: Educational Qualification of the Respondents**



**Figure 3: Age of the Respondents**



**Figure 4: Occupation of the respondents**

## Conclusion

The notion of online purchasing is still relatively new. In addition to bringing in goods from all over the world, it also speeds up the distribution process and makes it more convenient for consumers. Nonetheless, as a demographic category, women have been generally overlooked by marketers despite the fact that appealing to this population might provide them a major edge in the marketplace. Marketers should be aware of the aspects that influence women's online shopping behavior. According to the study's findings, product quality and affordability are two of the most important elements influencing women's online purchasing behavior. This research looked at how women's age and work status affected their propensity to shop online. The majority of respondents believe that advertisements have an effect on their purchasing decisions. Commercials are the backbone of every successful advertising campaign. Every single piece of advertising for a product is essential. Education, the way of life, level of education, and economic independence of rural women are major factors. Ads aimed at rural women must alter their perspectives, motivations, and behaviors. The influence of advertising in the purchasing decisions of rural women was determined.

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